

NORTH CENTRAL REGION

MINNESOTA SMALL BUSINESS
DEVELOPMENT CENTER

2014 Annual Report



422 Entrepreneurs/
Businesses Served



3,433 Total Hours of
Consulting Services



1,118 Jobs Created and Saved



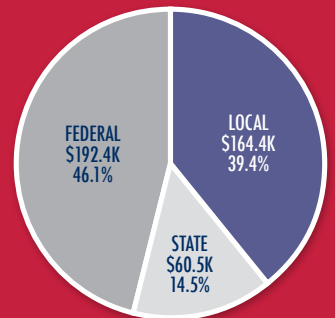
\$14.5M Capital Accessed for
Business Investment



19 New Businesses Created



\$48.4M Business Revenue Increased



**NORTH CENTRAL
REGION SBDC
BUDGET**



HELPING BUSINESSES GROW AND SUCCEED

NORTH CENTRAL REGION MINNESOTA SBDC

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NORTH CENTRAL REGION

2014 SBDC Business Spotlight



North Central SBDC – JenTra Tools

JenTra Tools was started by Travis and Jennifer Kelley in 2011 with the launch of their Cheatah™ door level. But every business owner knows the difference a year can make in business direction and outlook. For JenTra Tools of Backus, 2014 was that year.

In January, JenTra Tools sold one product – the Cheatah™ door level – and sales had slowed considerably. By December, JenTra had a patent, received high honors at the Minnesota Cup, and started offering a new recyclable OEM version of the Cheatah™ to door manufacturers and distributors.

What made the difference? Travis Kelley, co-owner of JenTra Tools, sought out a business support system through SCORE, North Central Small Business Development Center (SBDC), and LegalCORPS. Pete Nelson, SBDC business consultant, led a team that worked with Kelley on developing his business strategy, positioning JenTra for equity financing and mitigating financial risk. Kelley was able to use the team guidance to create a clearer business vision for his company.

“The assistance and education I have received from the SBDC has been invaluable,” he said. “Their support has set me up to be successful.”

The Cheatah™ consists of four individual levels and seven spacers. The levels mount to one side and the top of the door while the spacers create a perfect reveal between the door and the jamb. The installer instantly knows when the door is positioned level and plumb by monitoring the levels. When positioned, traditional shimming and securing of the jamb assures perfect installation and function.

Using the Cheatah™, doors can be installed in one-third of the time with more precision, resulting in better operation, fewer callbacks and fewer returns.

The Cheatah™ has been featured on the DIY Network and received positive reviews in several trade publications.

JenTra Tools is a company to watch in 2015 and beyond. With multiple routes to market with new variations of the original patented product and a strong business support system from the SBDC, JenTra now has the potential for rapid growth and expansion.

“My only regret is that I didn’t contact the SBDC office sooner,” said Kelley. “I would strongly encourage any entrepreneur who is struggling to contact them. The SBDC really changed my future.” Kelley was recognized as the winner of the SBA Young Entrepreneur Award in 2015. Website: www.jentratools.com

NORTH CENTRAL REGION MINNESOTA SBDC FUNDING PARTNERS

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